



Social media tips for veterinary clinics during COVID-19

TOP TIP 1: Do not disappear!

Now is your time to shine, online! Social media is one of the most powerful ways a veterinary clinic can reassure their customers, provide credible advice, and update on changes to the business e.g. reduced hours, not waiting in the reception area to practice social distancing rules etc. Veterinarians can ask their online community what they want to know from a veterinary clinic during this time; that will guide the content moving forward.



TOP TIP 2: Be a “credible conduit”

Now is the crucial time to provide a veterinary clinic’s community with access to accurate and timely information via social media. Pet owners want to be informed and are hungry for updates. Social media is the perfect way to keep valued pet owners up-to-date with how a veterinary clinic is operating in these evolving conditions. Consider asking followers what questions they have or answer these common questions:

- Can my pet get Coronavirus?
- What is being done in-clinic to ensure they are safe to visit?
- What is being done to maintain hygiene standards in line with government regulations?
- What services are being offered to those who can’t come in during normal hours i.e. nurses and doctors?

TOP TIP 3: Be responsive

Being responsive as quickly and efficiently as possible is vital during a crisis or a situation that changes quickly and constantly. If a customer has gone to the effort to post a comment or send a message, it is so important that you engage and respond to that comment. This establishes a better relationship with the customer and increases engagement.

TOP TIP 4: Video, video, video!

It's no surprise that people are online more than ever before at this time. Self-isolation and social distancing means people have a lot more time to watch and engage in video. Pet owners are looking for advice, so let's ensure veterinary clinics are the source that gives it to them! Think about the top questions asked in veterinary clinics and turn that into an engaging video; for example, do a walk-through demonstration of how to check for paralysis ticks.



TOP TIP 5: Make people smile

In times of worry like the COVID-19 crisis, a funny meme or cute pet photo on social media can make people smile and remember the world really is a good place! Consider taking photos of pets that visit and sharing them online. If staff at the veterinary clinic have pets, why not share a video or photo of them? This will encourage engagement and create a positive view of the clinic.

Boss: You're late.
Me: I stopped to pet a dog.
Boss: Four hours late.
Me: It was a puppy.

TOP TIP 6: Be kind

If a veterinary clinic receives negative feedback or comments on social media, the best response in this time is to be kind. Everyone is feeling uncertain, and ensuring pets are safe and well is of paramount importance. Acknowledge the pet owner, accept their feedback, ask if you can help further by requesting a private message conversation. If it's a client, call them. If the person doesn't respond favourably or at all to a response to their comment, delete and move on.

TOP TIP 7: Achieve balance

While it's important that veterinary clinics share real-time, credible advice and information related to COVID-19, there is still enormous value in ensuring content is informative with lighter information every 2-3 posts. Posts like "fun facts" can help break up the serious content. Engagement rates of the veterinary clinic's social media will increase and your online friends will thank you for some light relief in dark times.



TOP TIP 8: Add real value

Consider how your professional knowledge and access to information can be shared appropriately online. What about a COVID-19 Veterinary Content Series that people can sign up to via your e-newsletter? You could also look at Facebook Lives as the Government announces new measures or information specific to pets come to hand...plus to make customers aware of changes in-clinic that may be occurring.



caninsulin®

Diabetes Month Posts for Vet Clinics

Dear Greencross Veterinarian,

November is Pet Diabetes Awareness Month and a great opportunity to share knowledge about pet diabetes with your customers. Social Media platforms, such as Facebook, are fantastic tools for sharing information, increasing awareness about pet health and improving visibility of your practice.

Many clients may not even be aware that pets can get diabetes like people can, or what signs to look for in a pet that may be affected. Using social media platforms to educate can help bring owners and their pets into the clinic, facilitating earlier diagnosis and owner peace-of-mind.

With this in mind, MSD Animal Health has created a number of posts on pet diabetes designed to raise awareness and promote action such as making an appointment for a veterinary consultation. You can choose to use as many of these posts as you think is appropriate, but we suggest posting once or twice a week during Pet Diabetes Awareness month. We have also provided some gorgeous images which you can pair with the informative content, and it is recognised that posts containing images drive more engagement than those that just contain text.

Please see the posts and images attached- these are provided as a complimentary value-add and we hope that they help promote pet health and your practice.

If you have any questions, please contact your MSD Animal Health Sales Representative. As always, please also feel free to speak to one of MSD Animal Health's technical services veterinarians if you have any questions about diabetes, Caninsulin® or VetPen®.

Thank you and happy posting!



Post 1

Option 1 (Long): Pets can get diabetes too! Typical signs of diabetes in pets can include:

- increased thirst
- more frequent urination
- change in appetite
- weight loss
- lethargy

These signs can also be common to other diseases, so consult your vet if you begin to notice these symptoms on an ongoing basis.

Option 2 (Short): Signs of diabetes in pets can include:

- increased thirst
- more frequent urination
- change in appetite
- weight loss
- lethargy

If you notice any of these signs in your pet, consult one of our veterinarians.



Post 2

Option 1 (long): Did you know that diabetes in dogs is different to diabetes in cats? Dogs most commonly have Type 1 diabetes, where the pancreas is not producing enough insulin. Most cats with diabetes have Type 2 diabetes, where the cells of the body become resistant to insulin and can't use it the same way that normal cells can. This means that diabetes in cats is similar to the most common type of diabetes in people (Type 2). In fact, some researchers suggest that studying diabetic cats is a great way to understand diabetes in people. In the comments below, tell us how your pet likes to act like a person!

Option 2 (Short): Do you know that diabetes in cats is similar to the most common type of diabetes in people? In the majority of both humans and cats with diabetes, the most common form of the disease is Type 2 diabetes, which means that cats may be a great model for studying human diabetes. In the comments below, tell us how your pet likes to act like a person!

Post 3



Diabetes is a serious but manageable disease in dogs and cats. Daily insulin injections can seem a bit daunting at first, but your vet can help you become more comfortable with these. Also, the tiny needle probably doesn't hurt your pet as much as you may think it does! Besides that, it's just a matter of ensuring that your pet is fed an appropriate diet and has adequate exercise. Visit www.cat-dog-diabetes.com for demonstration videos and plenty of other useful resources to help you become more comfortable in managing your pet's diabetes.

Post 4



Did you know that cats and dogs can get diabetes too? Luckily in most cases, diabetes can be managed with insulin injections, a healthy diet and exercise.



Post 5

Routine is everything for diabetic pets. Insulin injections and feedings should be around the same time each day to maximise the likelihood of good diabetes control. However, if you have a busy life and are worried you occasionally may be late, you may still be able to manage your pet's diabetes quite effectively. Contact one of our veterinarians today for more information about tailoring your pet's diabetes management to suit your lifestyle.



Post 6

Option 1 (Long): When dosing your pet with insulin, you can choose between using a syringe and needle to draw up and inject the dose, or you can opt for a dosing pen such as VetPen®. Dosing pens such as VetPen can make it easier to dose your pet and usually increase accuracy of the dose, thereby making the whole diabetes management experience less stressful.

Option 2 (Short): If you have a diabetic pet who requires daily insulin injections, then insulin dosing pens such as VetPen® may make your and your pet's life easier. Contact us to find out more.



Post 7

Remember that diabetic pets, like diabetic people, need to be exercised regularly. Dogs should be walked regularly and cats can be exercised at home with toys that are designed to be safe for cats to play with. It is important to keep the amount of exercise consistent however and not make sudden changes. In the comments, share a photo of your pet exercising or tell us about his or her favourite exercise



Post 8

Chronic infections could complicate regulation of pet diabetes and make things less than *purrrfect*. That's why it's even more important to make sure your diabetic pet has good dental hygiene. Regular brushing of your pet's teeth can help keep their teeth and gums healthy and reduce the chance of dental infections. Contact us today for advice on brushing your pet's teeth, and other recommendations for maintaining good dental health.



Post 9

Worried about boarding your diabetic pet when you go on holiday? There's no need to stress, as many vet clinics offer a boarding service and will medicate your pet correctly, ensuring that there is no interruption to management of your pet's diabetes. Many boarding facilities are also able to administer insulin to your pet according to veterinary instructions, and staff members are often quite good at knowing when a pet is unwell and needs to see a vet. This means you can still take holidays, minus the worry, even when you have a